

# Delaware Economic Development Office

## Non-Merit Position

(This position is exempt from the State of Delaware Merit System)

Posting #32-1008-946

## Director of Market Development

**Opening Date:** October 27, 2008

**Closing Date:** December 1, 2008

### Vacancy Exists

**Salary:** \$68,732 - \$85,915 (Minimum - Midpoint) Pay Grade 22

**Recruiting For:** Delaware Economic Development Office, Marketing and Communications

**Location:** Kent County, Delaware Economic Development Office, Dover, DE

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**Summary Statement:** The Director of Market Development leads the cluster market leaders in a pro-active sales environment. The Director will work collaboratively with the Director of Communications and the Director of the Centers of Excellence. Lead DEDO's market leaders through participatory management while leveraging public & private sector relationships and decision-makers to develop and execute industry-specific growth management strategies, increasing businesses and sustainable wage jobs in Delaware; also manage reactive non-cluster-based opportunities that may require assistance

**Minimum Qualifications:** Please address each item separately on the Minimum Qualifications page of the application. Failure to do so will result in a disqualification.

Applicant must meet each of the following qualifications. Failure in any one area will result in a rating of "not qualified."

- Bachelor's degree (BS) or equivalent with 3-5 years in specific industry experience. MBA a plus, CED a plus
- Knowledge and understanding of cluster-based economic development, including cluster mapping
- Extensive consultative sales skills
- 5 – 10 years Industry-related experience
- Strong sense of urgency

- Strong problem solving skills
- Sales management experience 3-5 years

**Examination:** Applicants are evaluated based upon a rating of training and experience.

**Principal Accountabilities:**

**Essential Functions**

- Work with business leaders to ensure open communication between administration and business community
- Work internally to ensure cooperation and coordination throughout DEDO
- Demonstrate State's strength and value proposition
- Coordinate Industry support team efforts to include (where and when appropriate); Industry advisory team, business associations, chamber of commerce, other economic development organization members, other State Agency representatives, and internal DEDO teammates
- Direct the coordination of team planning and execution of critical team member activities (enabling teams)
- Motivate and hold leaders accountable for results

**Strategic Activities**

- DEDO Director/Governor's Office made aware of impacted employment 30 days before WARN notice or press release (regarding changes in direction of firm) is made regarding a Delaware company in the specific cluster
- Communicate and negotiate for a positive outcome for existing firms to remain in Delaware and new firms to locate in Delaware
- Sourcing/Prospecting for new clients, business issues, legislative opportunities (networking, telephone and face-to-face calls)
- Establish, build and expand potential and existing client relationships at multiple levels within Delaware cluster members and general business community
- Make marketing presentations to current and potential cluster related companies and consultants. Tailor strategy for Delaware's solution to meet the needs of the client
- Ensure that accurate internal reports are current from the market team
- Present lost opportunity (exiting DE firm or loss of potential to another State) learning report

- Ensure measures are in place and used to evaluate performance of the market leaders and cluster initiative

**Conditions of Employment:**

- Direct deposit of paychecks is required as a condition of employment.

**Benefits:** To learn more about the comprehensive benefit package please visit the website at <http://ben.omb.delaware.gov/programs/index.shtml>

**Submitting your Application:**

- A cover letter and resume should be emailed to [dedo.resumes@state.de.us](mailto:dedo.resumes@state.de.us) or submitted directly to: Delaware Economic Development Office (DEDO), Attn: Human Resources, 99 Kings Highway, Dover, DE 19901, Telephone (302) 739- 4271, Fax (302) 739-5749

**Accommodations:**

- Accommodations are available for applicants with disabilities in all phases of the application and employment process. To request an auxiliary aid or service please call (302) 739-5458
- TDD users should call the Delaware Relay Service Number 1-800-232-5460 for assistance.

**The State of Delaware - An Equal Opportunity and Affirmative Action Employer**